

QuickChek
FOOD STORES

11th ANNUAL

NEW JERSEY FESTIVAL OF BALLOONING



JULY 29, 30 & 31, 1994
SOEBERG AIRPORT, READINGTON, NEW JERSEY

Konica
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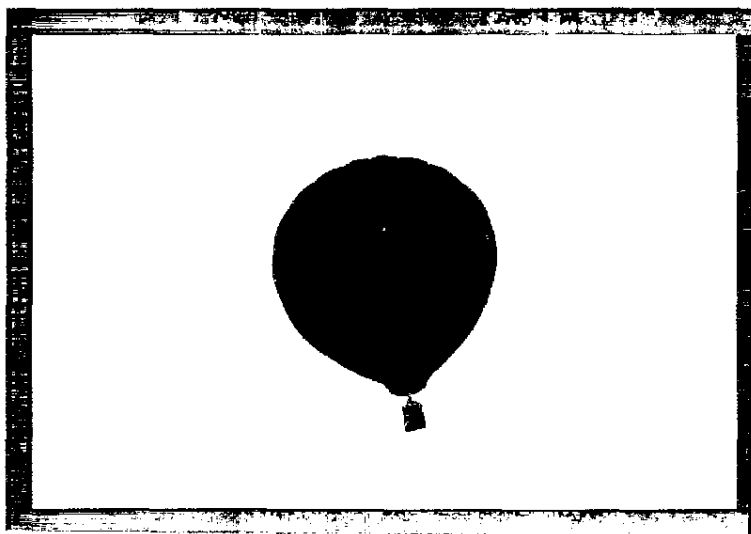


SOMERSET **Marrriott**



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On behalf of the 11th Annual
Quick Chek New Jersey Festival of Ballooning,
thank you for your sponsorship of the
record breaking 1994 Event.



QuickChek
FOOD STORES



NEW JERSEY
FESTIVAL OF
BALLOONING

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NEW JERSEY FESTIVAL OF BALLOONING

11TH ANNUAL QUICK CHEK NEW JERSEY FESTIVAL OF BALLOONING

- Concept:** Picture over 100 brightly-colored balloons, some over 13 stories high, seemingly suspended in mid-air over the lush estate country of Central New Jersey. Add an Old Time Barnstorming Air Show, the largest Balloon Glow on the East Coast, Fine Arts & Crafts, Laser Show Extravaganza, nonstop musical acts, and other family entertainment and you have the nationally acclaimed New Jersey Festival of Ballooning. Chosen by the National Tourism Industry as one of the 100 top festivals in North America, the event is a three day, family oriented celebration of the magic of ballooning.
- Dates:** Friday, July 29 - Sunday evening July 31, 1994
- Site:** Solberg Airport, Readington, New Jersey
- Specialty Balloons:** Forbes Special Shape balloon collection, Famous Footwear Sneaker, Pepsi Super Can, Rayovac Battery, Korbel Champagne Balloon, Mr. Peanut, etc.
- Other Activities:** Wing walkers, antique car show, static aircraft display, Bennington Marionettes, NJ Monthly Storytelling Festival, and many special surprises
- Radio:** The Festival offers radio tie-ins with seven major New York and New Jersey radio stations. The tie-ins offered can include :10 second tags or :60 second full commercials which promote your sales and your sponsorship of the Festival.
- Television:** The Festival will be broadcasted on SportsChannel who will provide a tape delayed special from the Festival. Sponsors have the first right to participate in television advertising, feature sponsorships, or corporate presentations on the show.

Crossroads Corporate Center
1 International Boulevard Suite 208 Mahwah, New Jersey 07430
Tel: 201.529.0464 Fax: 201.529.2353

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Thank you, 1994 Quick Chek Sponsors:

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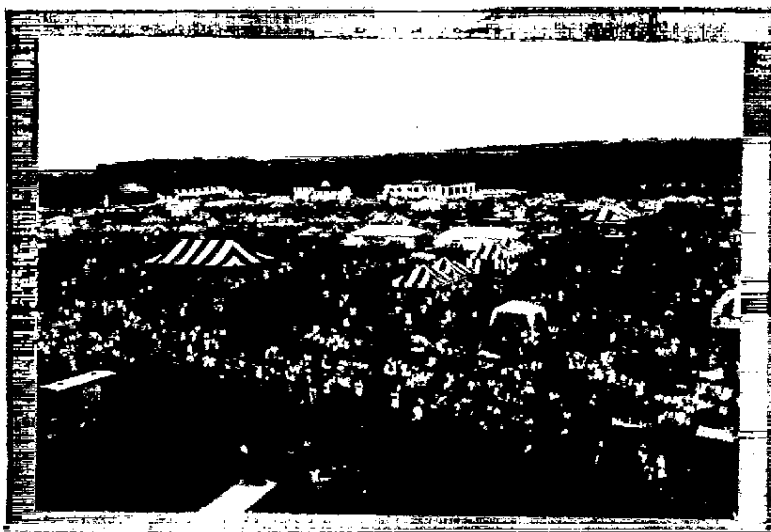
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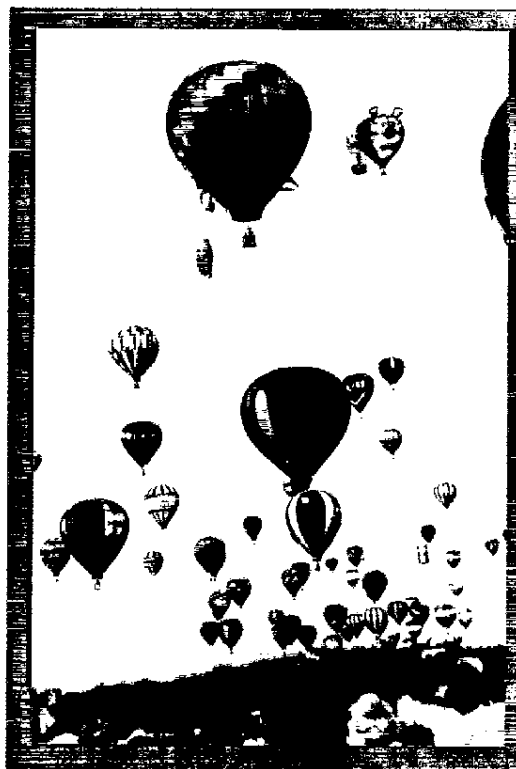
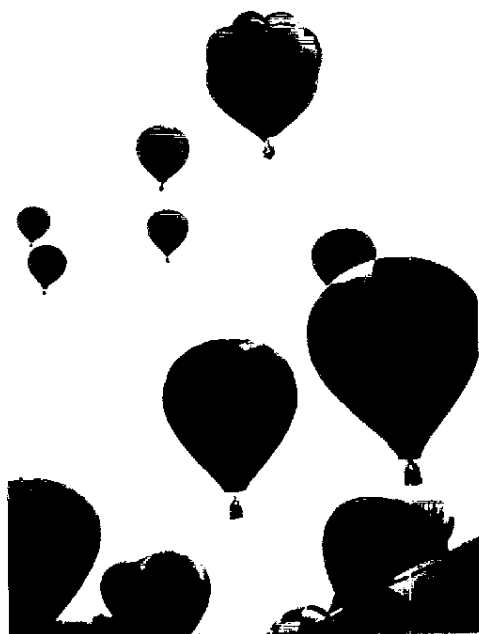


Children of all ages
enjoyed the magic of
ballooning. The Festival
took place at Solberg
Airport in Readington,
New Jersey. A record
breaking 127,000
spectators spread out over
200 acres of Hunterdon
County's lush
countryside.



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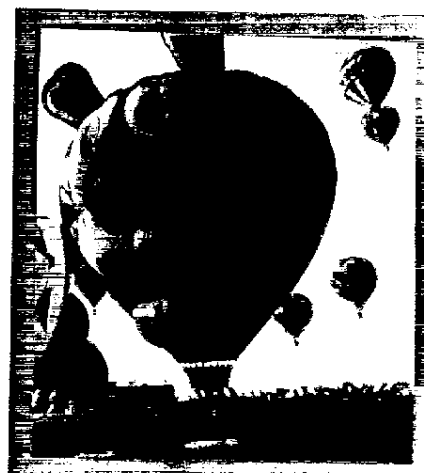
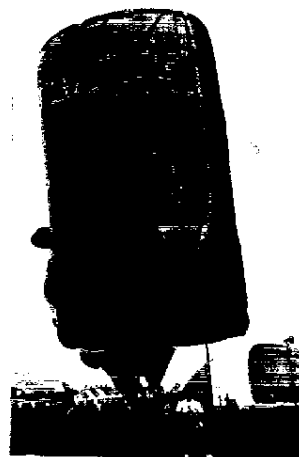
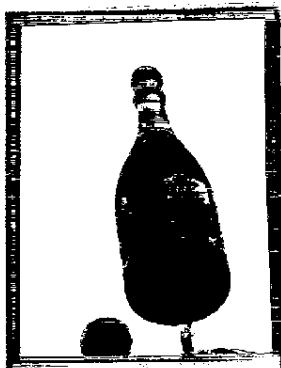
One hundred-seventeen balloons participated in all six ascensions. Each ascension consisted of a "Hare and Hound" race, where pilots competed for prizes.



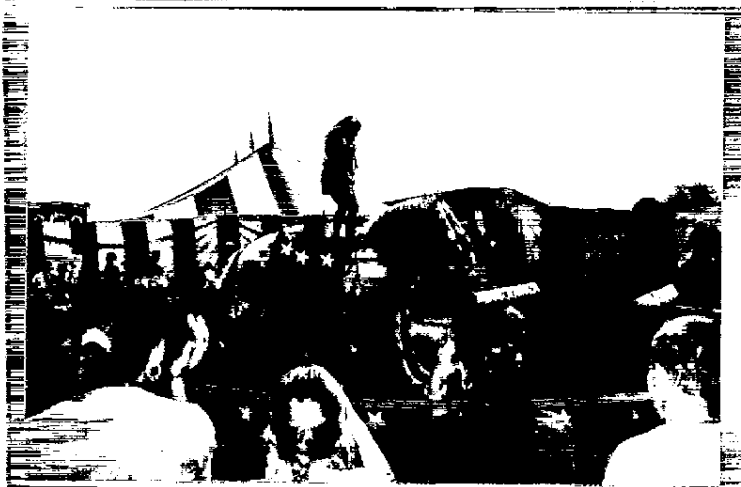
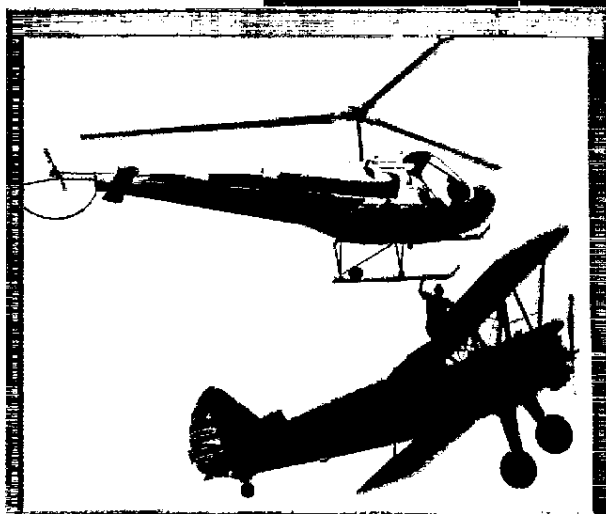
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Ten specially shaped balloons appeared at this year's Festival. Among them were the Famous Footwear Sneaker, the Korbel Champagne Bottle, Mr. Peanut, the Pepsi Can, the Rayovac Battery, Tony the Tiger, the United Van Lines Truck, the Ball Park Frank, and two of the world famous Forbes collection, Suleyman the Magnificent, and the McCaw.



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Spectators enjoyed entertainment all weekend long at the Festival. Air shows, storytelling, cloggers, circuses, birdshows, magicians, and the petting farm were some of the activities that kept the entire family entertained. The evenings were topped off with music by Southside Johnny and the Asbury Jukes, and country artists, David Ball, Bryan Austin and BethAnne Clayton.

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